

Damion Robinson

Graphics & Media design
London UK.

Hydraulic Fracturing

A Government Educational Program

Hydraulic Fracturing (Fracking) is a process of extracting gas from shale rocks deep beneath the Earth. A Hydraulic fracking campaign which looks to communicate and educate the local community of the good and bad aspects of fracking.

Solution

This was designed to be an activist campaign, supporting the “idea” of Hydraulic Fracturing. But, as a process we believe that it causes more harm than good to the people’s community. The notion within the campaign is designed to be tender and aggressive simultaneously; by which, the colours, typefaces and the shared relation between all graphic elements must share a bold disruptive voice. Additionally communicated through the imagery brochures and banner designs. I had the opportunity to construct and lead this project as the team leader.





T shirts

Brochures



Banners



Posters



MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB ,
BUT AT THE COST OF YOUR FAMILY
HEALTH'S.



MAKE FRACKING TRANSPARENT!

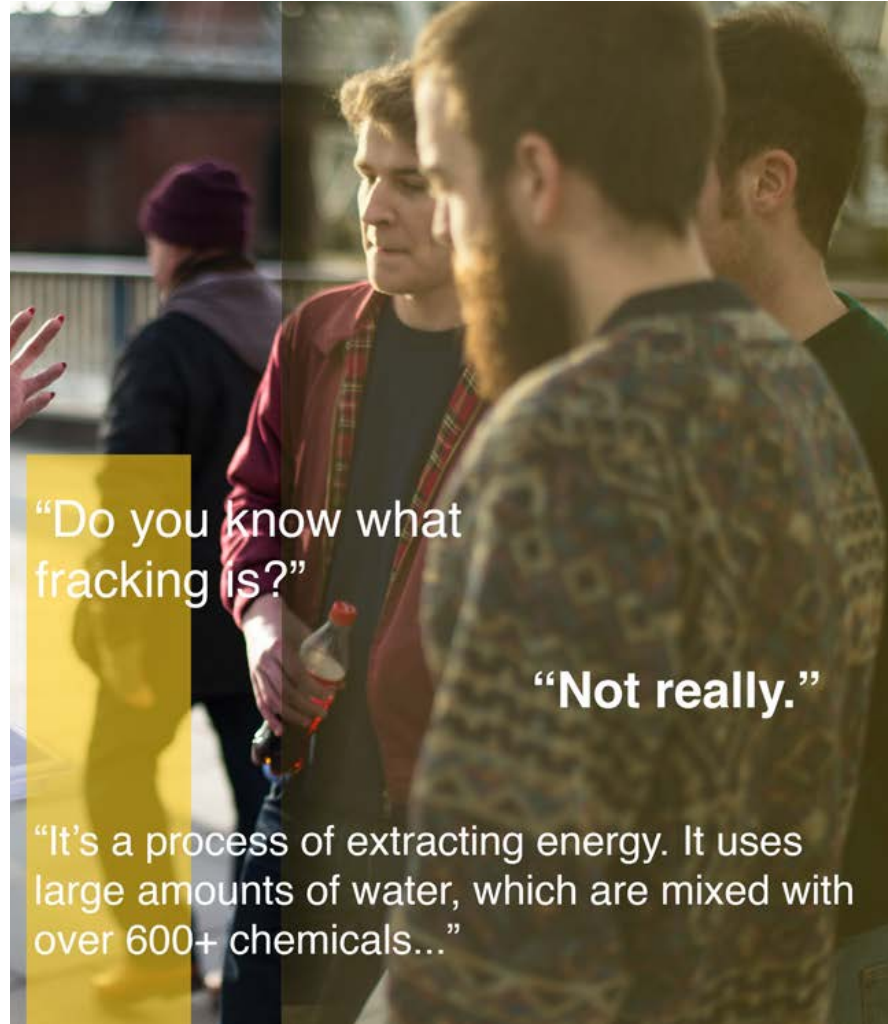
FRACKING CAN PROVIDE YOU A SAFE
EMPLOYMENT BUT IT CAN ALSO
CONTAMINATE YOUR WATER WITH
CHEMICALS.



MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB ,
BUT AT THE COST OF YOUR FAMILY
HEALTH'S.





Exhibition design

Hubble Space Telescope 25th Anniversary

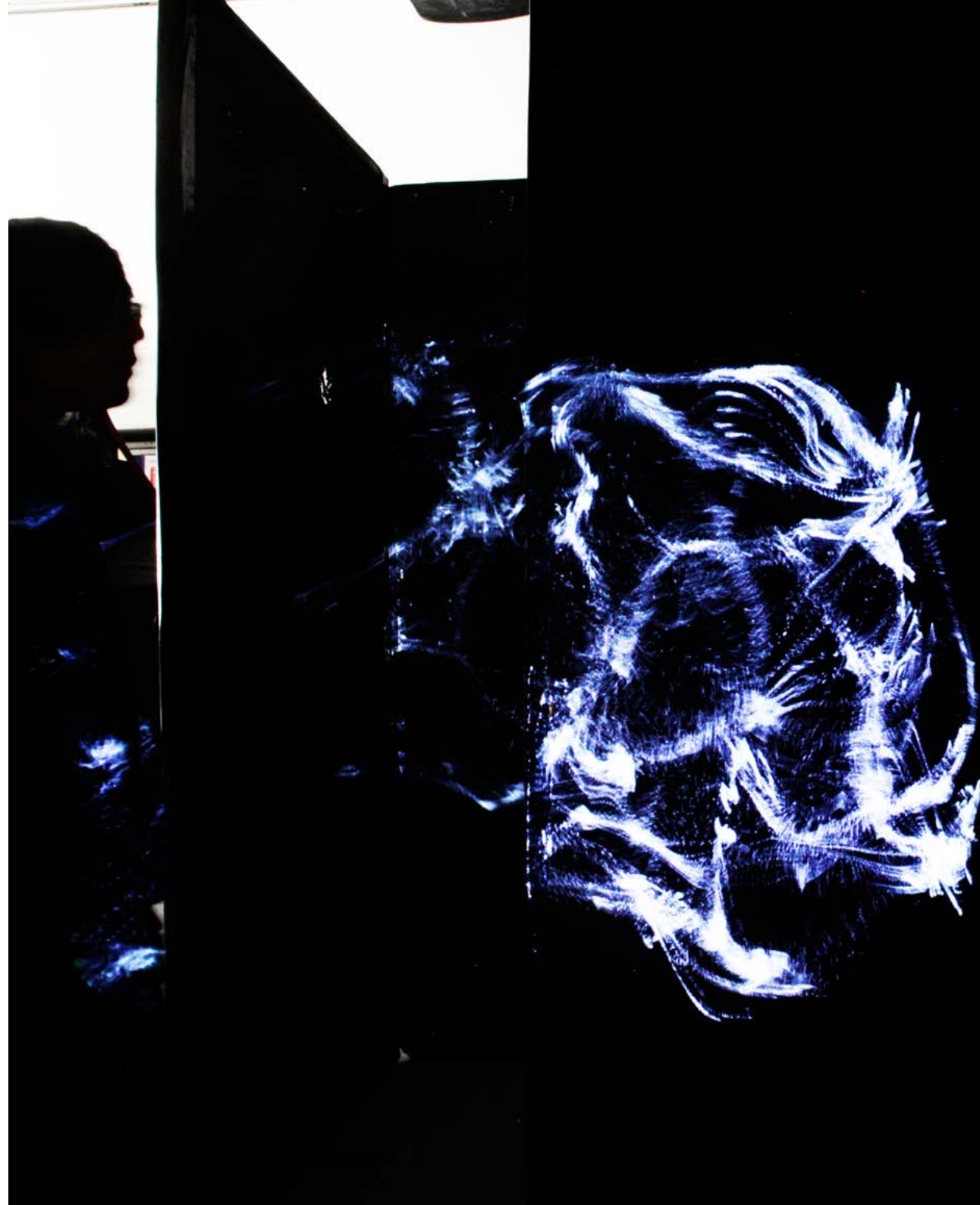
The Hubble exhibition is design to celebrate Hubble's 25th anniversary since launched. The exhibition was designed, focusing on a recent event that occurred on the 11th of December 2015.

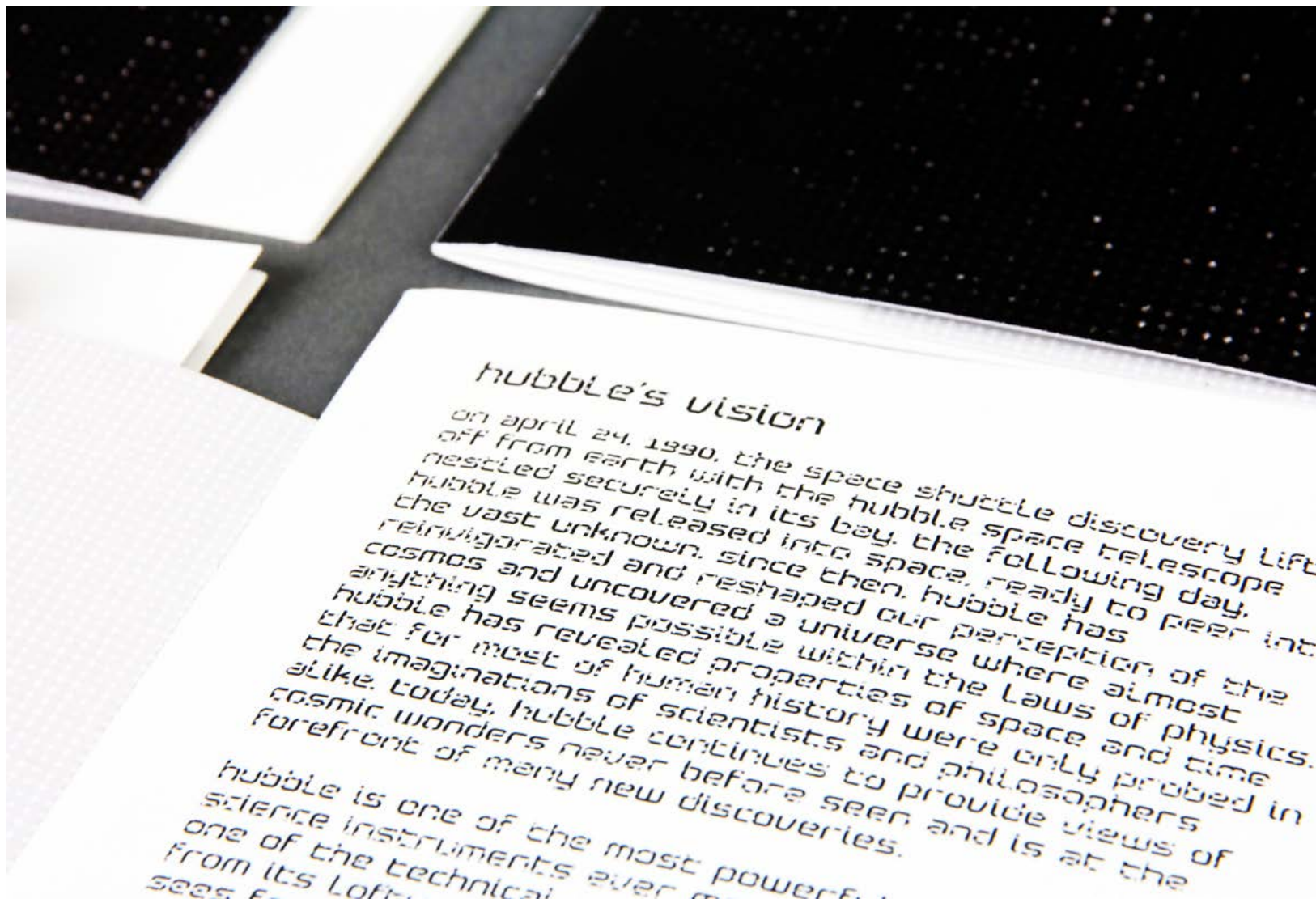
The Brief

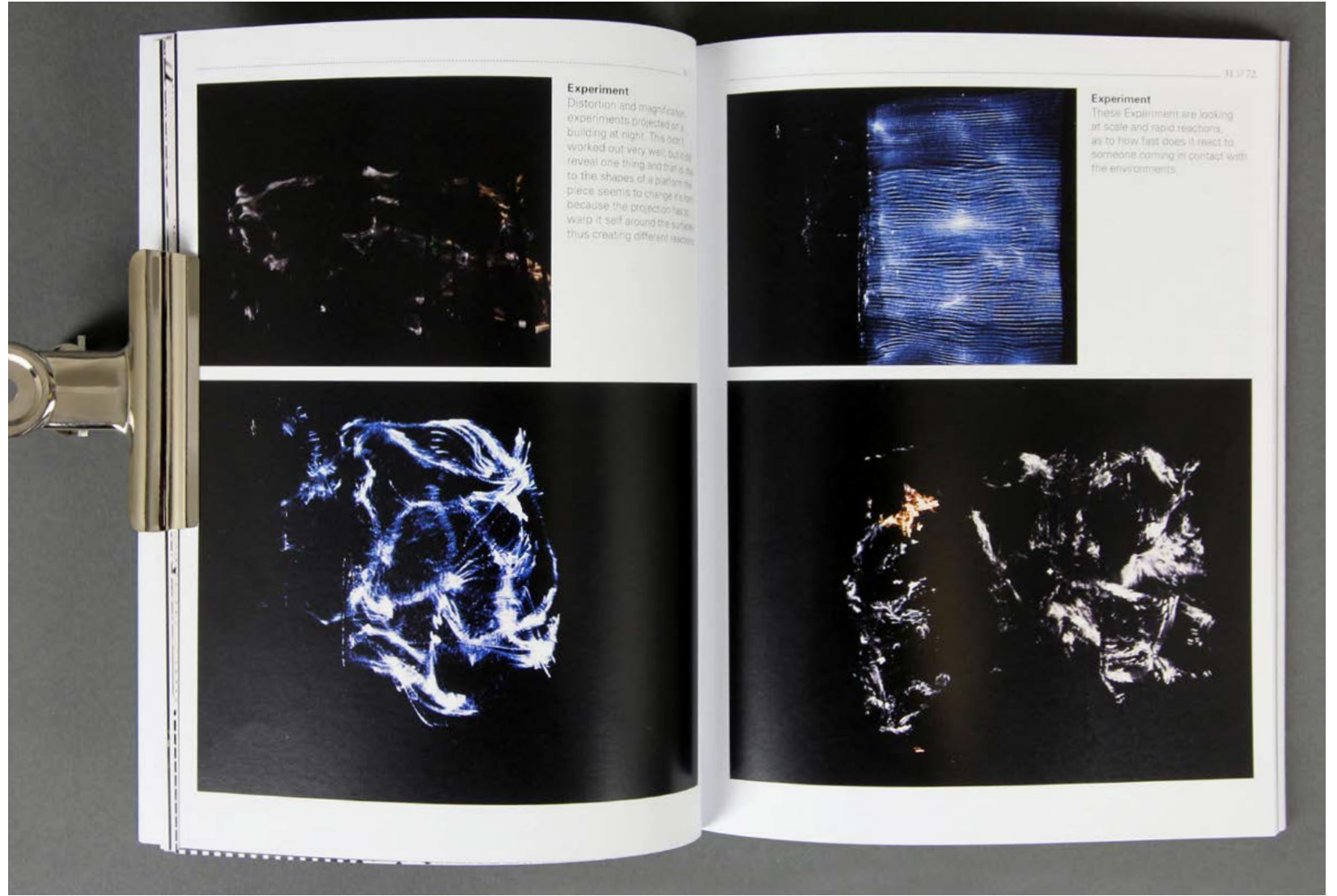
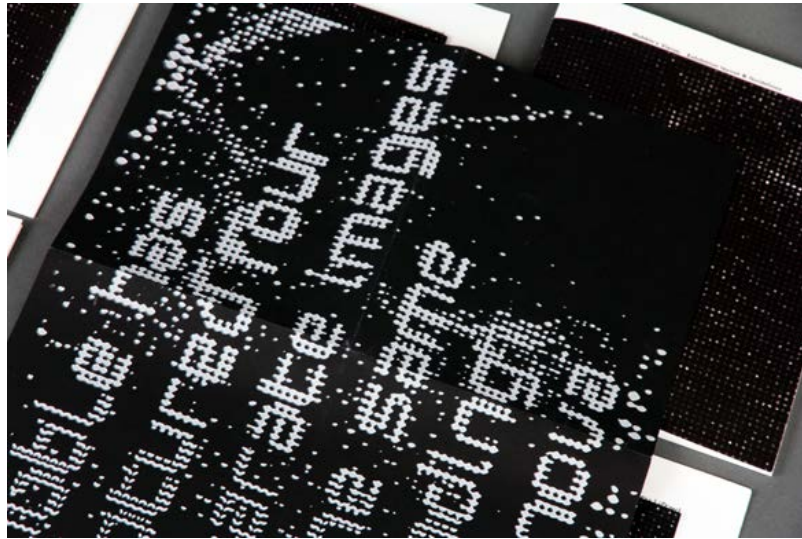
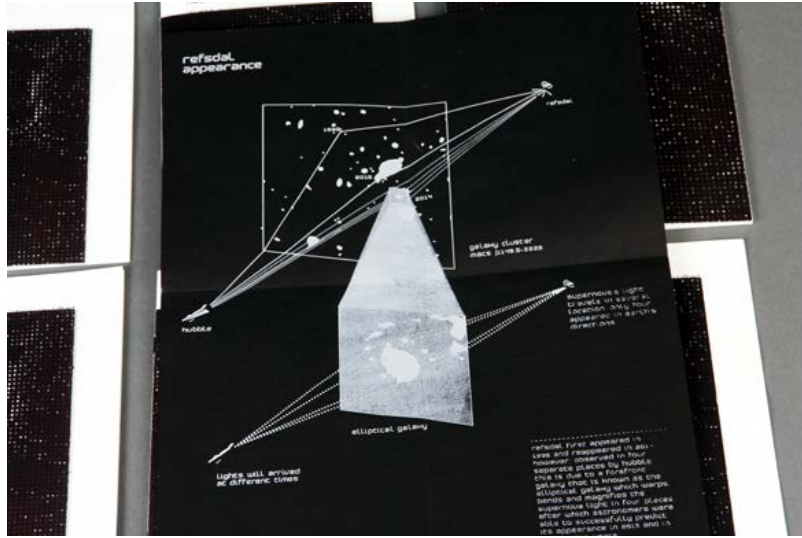
The challenge of the brief, that I wrote was to design and utilised all the scientific information relating to this particular event, due to the fact that there aren't any High resolution images released from NASA.

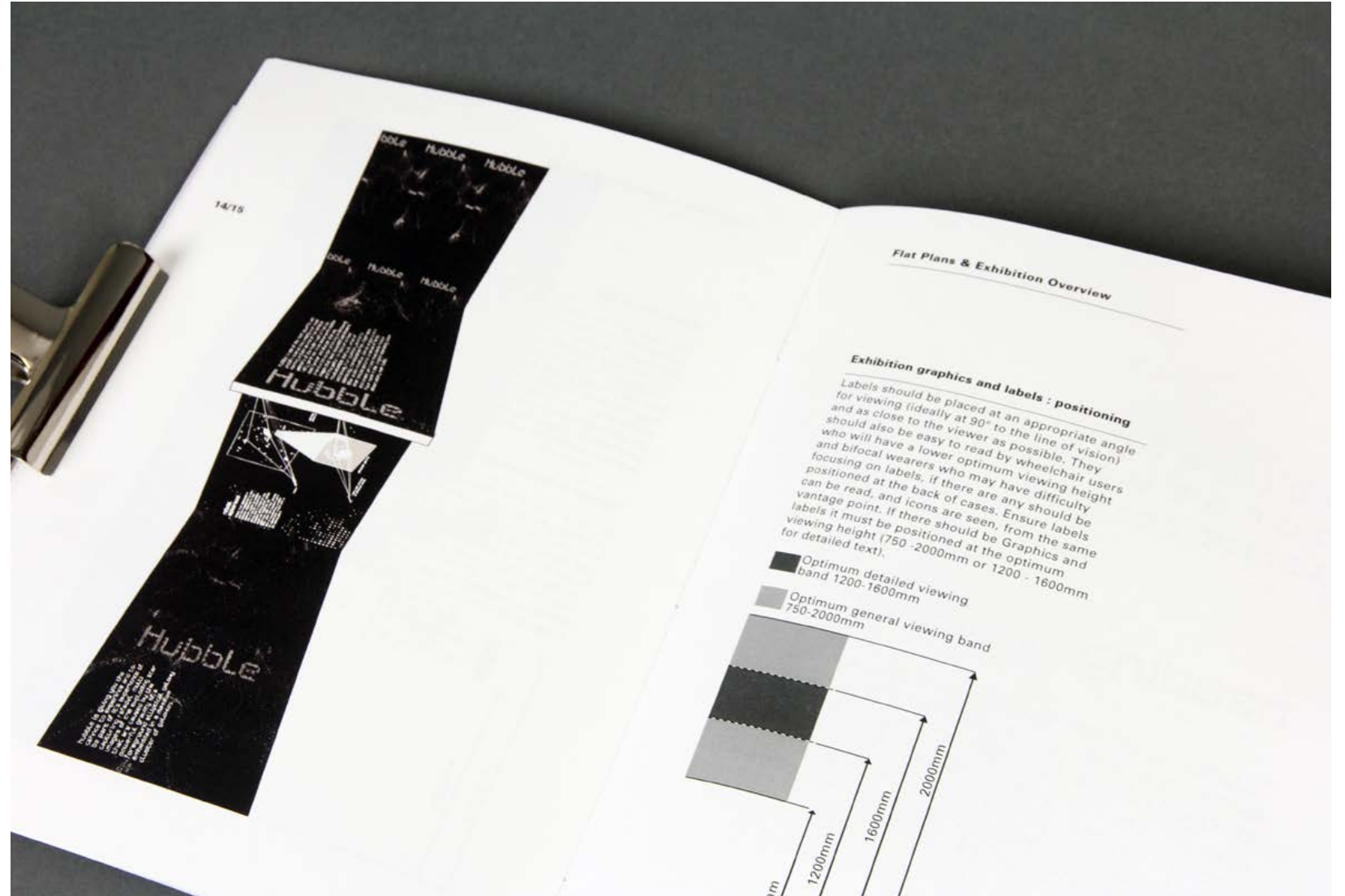
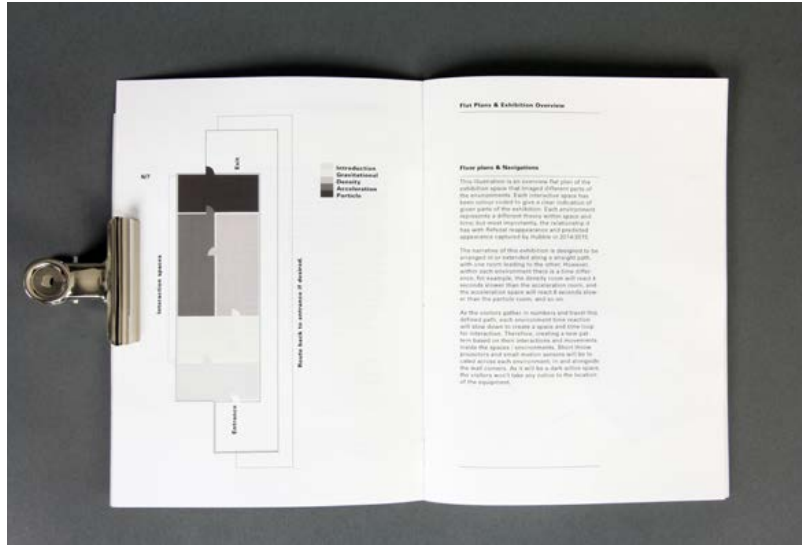
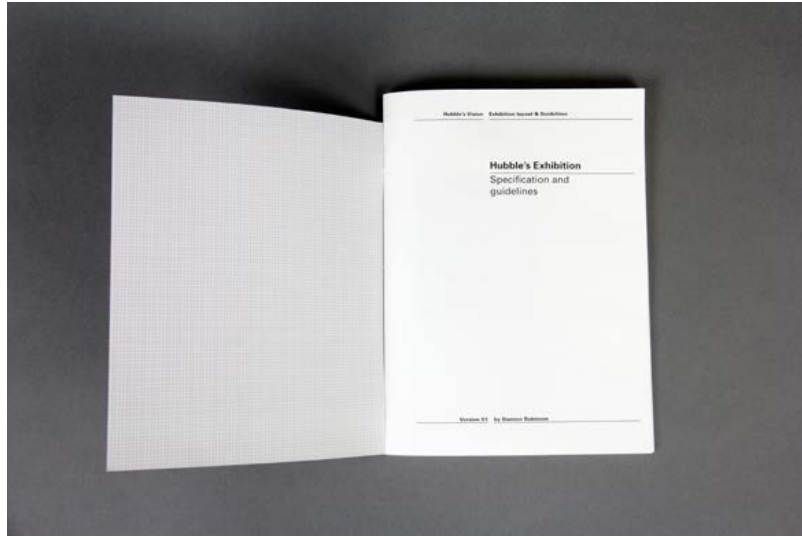
Solutions

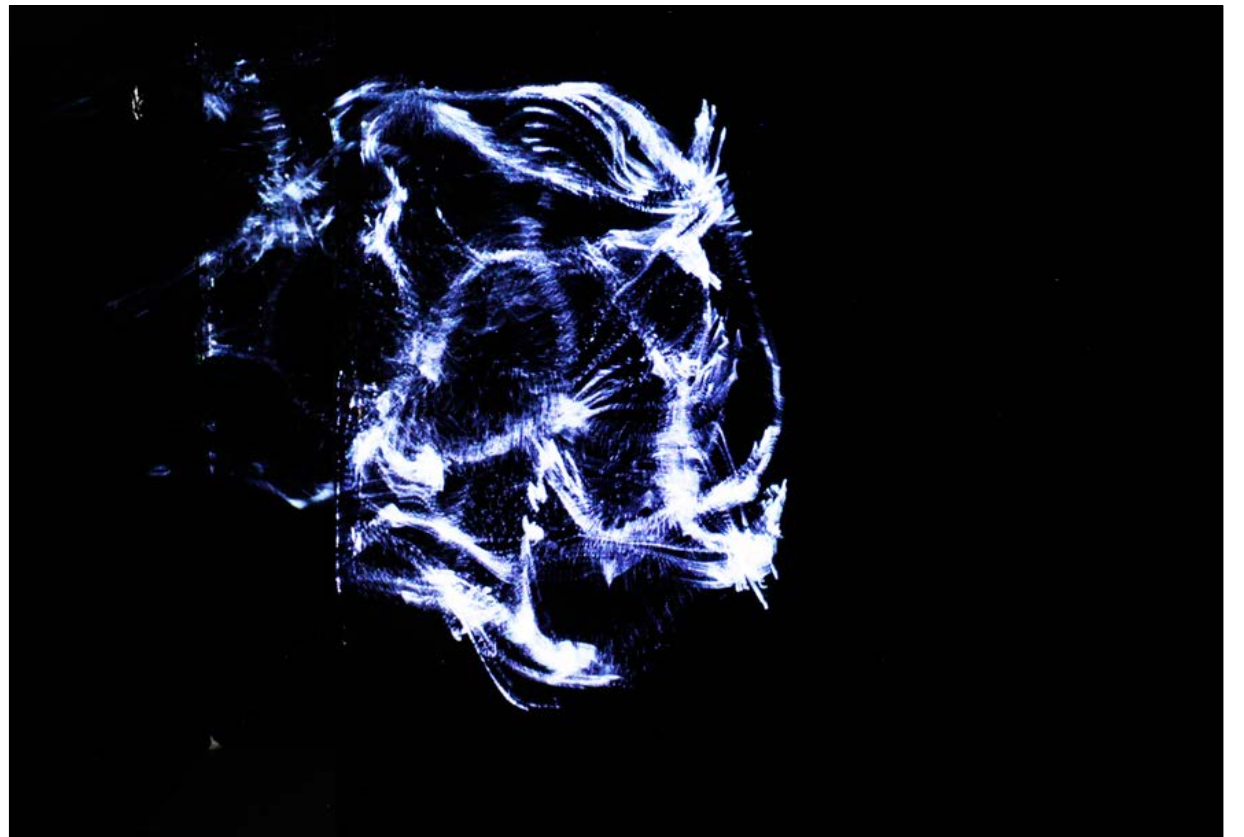
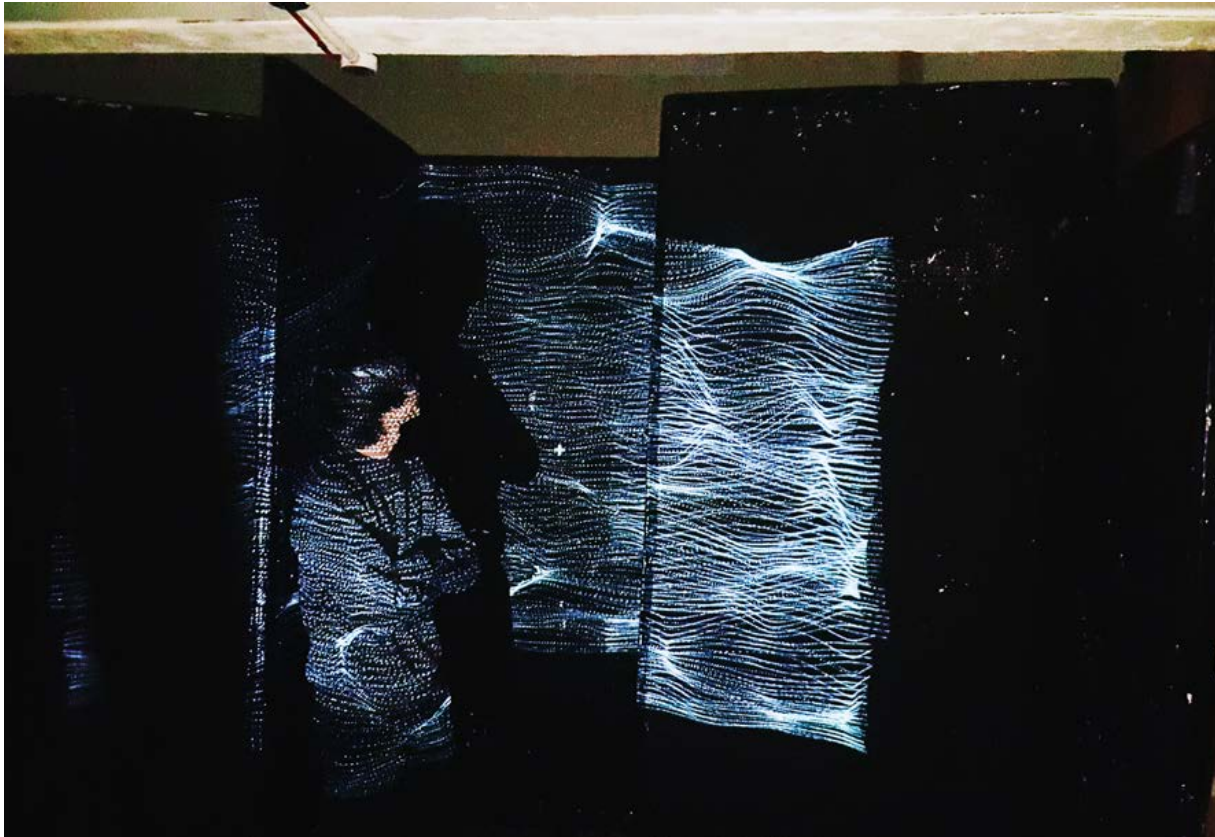
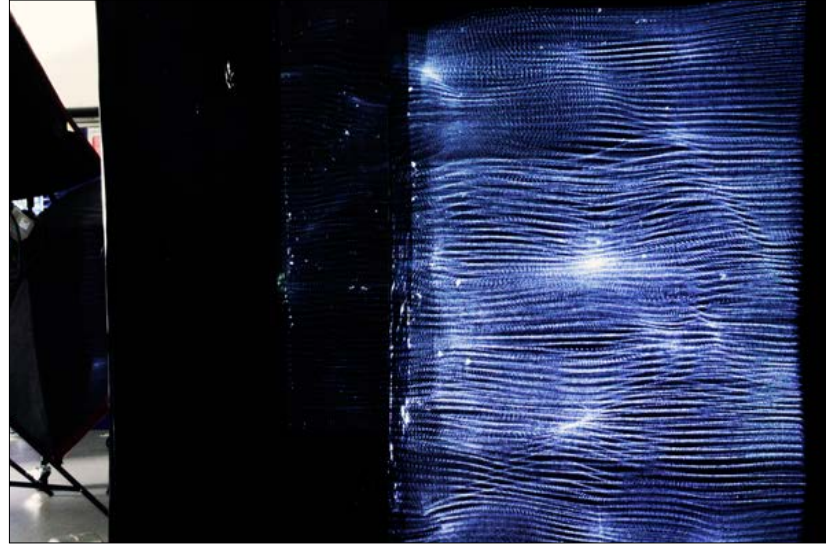
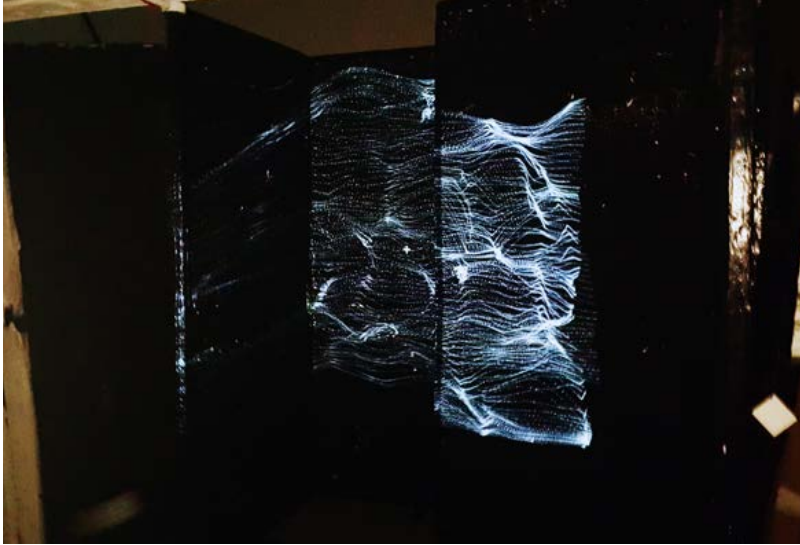
The solution was to create a linear journey in which multiple interactive environments that relates and demonstrate the notion relating to the event. The environments were coded using processing; additionally, there were designed posters, booklets/ with an insert depicting the appearance of a supernova that causes this event. But also, I had design a modular typeface to compliments the optical illusions within the environments, this was to supported and strengthen the relationship between all graphic elements. All graphic elements are design in relation to the information supported from NASA.

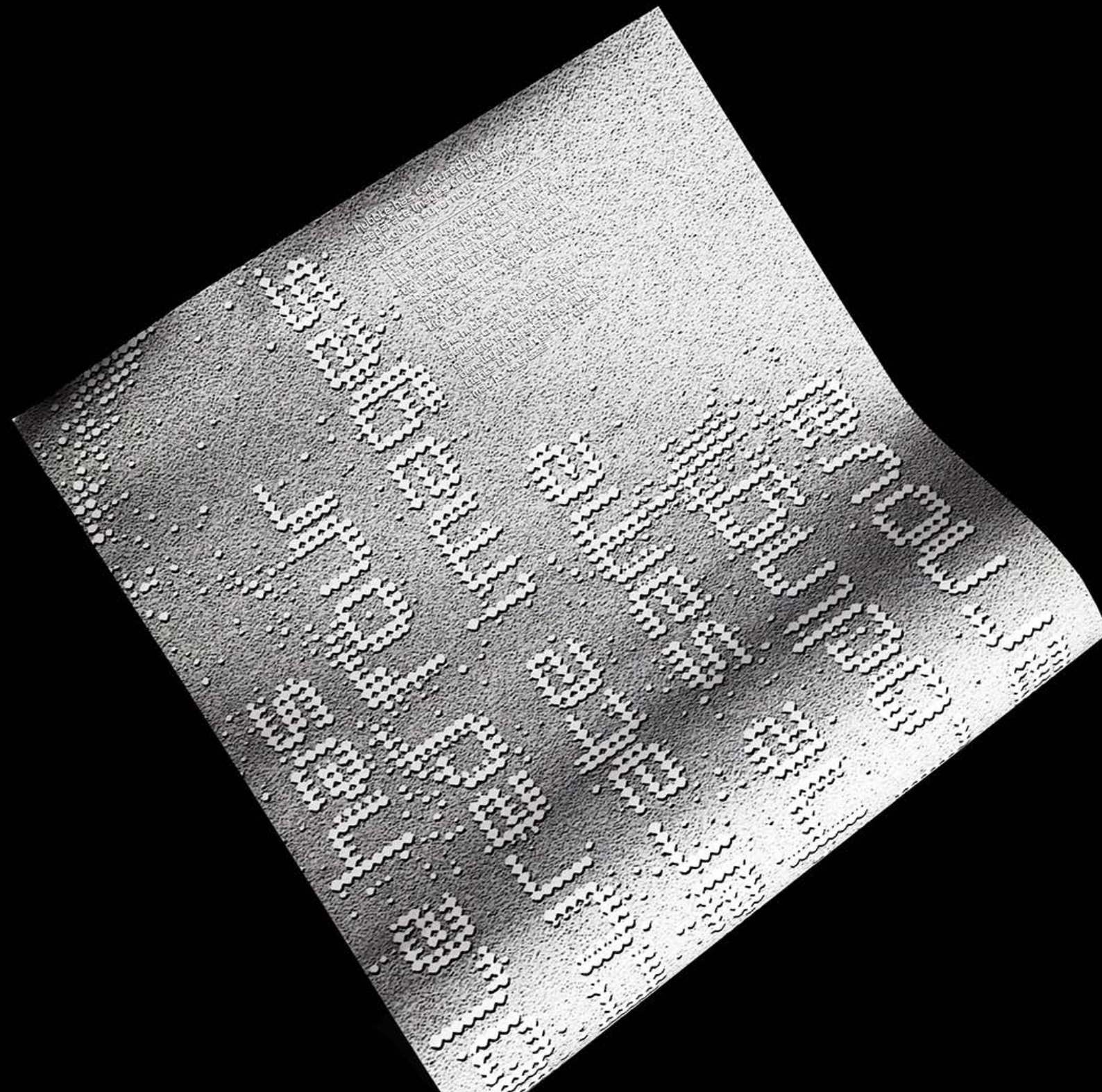












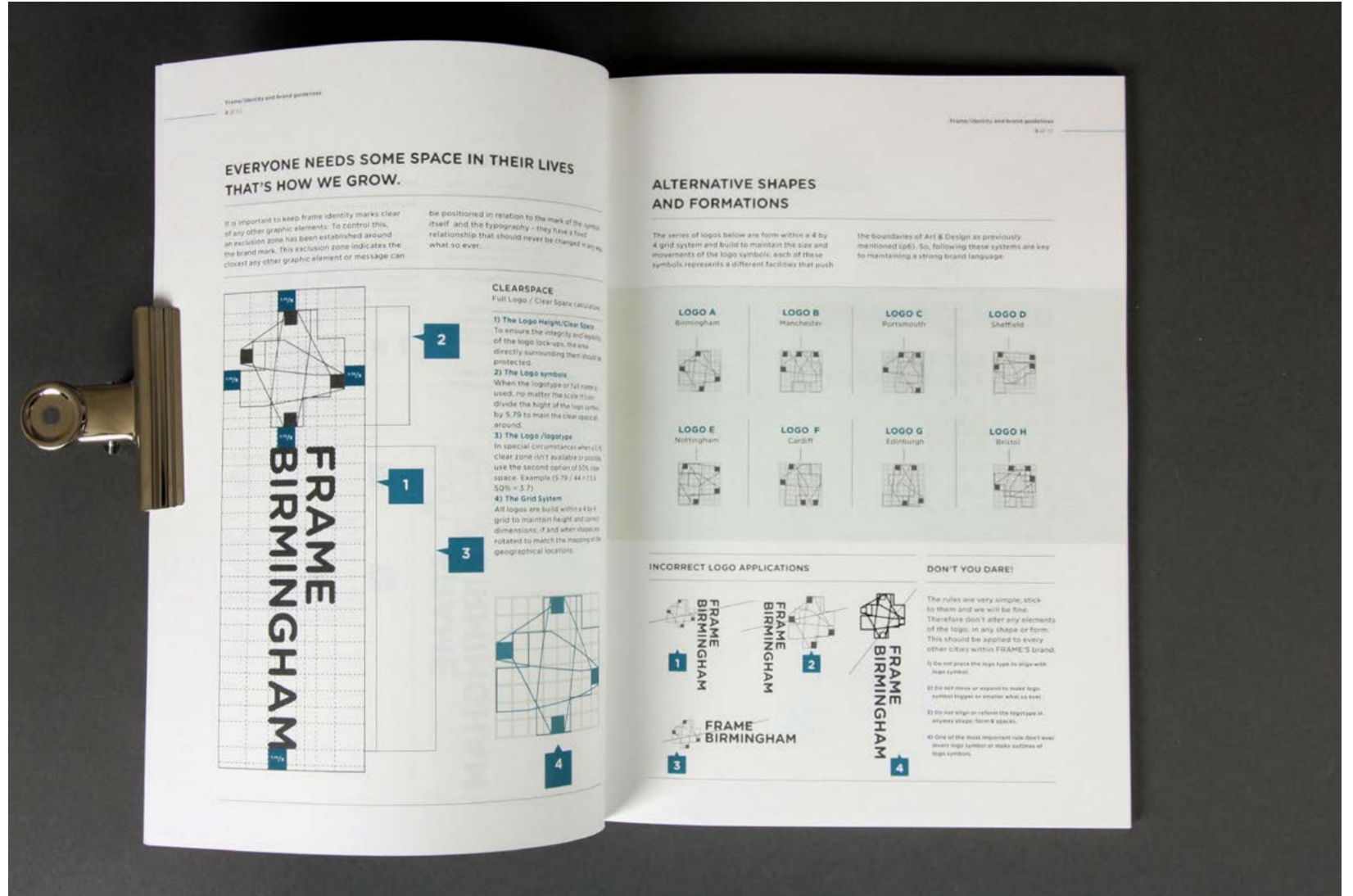
Branding / Identity

Create and design identity for 8 cities.

Cultural Identity Crisis is a branding and identity design project, made to represent the cultural diversity of art and design located in eight cities across the UK. This brand Identity aims to communicate that diversity in multiple ways; using shapes, colours and images to strengthen the voice and tone of the art & design sceneries in the cities.









**FRAME
EDINBURGH**

ART & DESIGN
CULTURAL
SCENE

WITH INDUSTRIAL
LEADERS / SPEAKERS
/ PRACTITIONERS &
RESPECTED ARTISTS

Edward Barber
Neville
Eddie Opara
Paula Scher
Michael Bierut
Thomas Heatherwick
Sophy Bristol
Jacqueline Casey
Peter Saville
Derek Birdsall
Harry Pierce
Ruth Ansel
Massimo Vignelli
Herbert Matter
David Stanley
Alvin Lustig
Lillian Bassman
Cipe Pineles
George Lois
Julia Lohmann
Herb Lubalin
Timorous Beasties
Lucienne Day
Karen Aghamyan
Linda Andersson
Jaime Hayon
Gail AltschulerReg
Christian Furr

FIRST VENUE IN
EDINBURGH
20-29 AUGUST
2016



**FRAME
BIRMINGHAM**

ART & DESIGN
CULTURAL
SCENE

WITH INDUSTRIAL
LEADERS / SPEAKERS
/ PRACTITIONERS &
RESPECTED ARTISTS

Edward Barber
Neville Brody
Eddie Opara
Paula Scher
Michael Bierut
Thomas Heatherwick
Sophy Bristol
Jacqueline Casey
Peter Saville
Derek Birdsall
Harry Pierce
Ruth Ansel
Massimo Vignelli
Herbert Matter
David Stanley
Alvin Lustig
Lillian Bassman
Cipe Pineles
George Lois
Julia Lohmann
Herb Lubalin
Timorous Beasties
Lucienne Day
Karen Aghamyan
Linda Andersson
Jaime Hayon
Gail AltschulerReg
Christian Furr


FIRST VENUE IN
BIRMINGHAM
20-29 AUGUST
2016


Adobe Creative Suite


Advertising


The challenge of this brief was to create a poster that demonstrate the power of adobe creative suite. The solution was to designed using both Illustrator, Photoshop and indesign to create an energetic and creative artwork to be display across shopping mall and similar like environments. As these environments are supposedly busy: an artwork was created to capture attention with little to no wording.





 **BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.**



 **BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.**



 **BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.**

IMAGINE

Critical Mass News

Green Week Newspaper

Critical Mass was built and design around the student's stories; young people who felt the need to express their concern about the issues they face and subjective matters which would concern everyone else. It was published and distributed throughout the five UAL campuses and various areas within central London. A max of two thousand copy was printed and distributed.





Brand / Identity

Hemodialysis Treatment In China

The motive of this project captured and framed the creation of the brand / identity of a specialist clinic based in china. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

Primary Colours

Pantone 7633 C
C25 M37 Y30 K0
R193 G161 B161
Hex c1a1a0

Pantone 5493 C
C51 M23 Y36 K0
R133 G168 B163
Hex 84a7a2

Primary Typeface

Lucida Bright Demibold
Lucida Bright Regular
Songti SC Bold
Songti SC Light



A5 BROCHURE LANDSCAPE

Dimensions

Width = 210mm
Height = 148mm
Gutter = 5mm
Bleed = 5mm



ROLL-UP BANNER

Dimensions

Width = 990mm
Height = 2000mm
Gutter = 5mm



A4 POSTER PORTRAIT

Dimensions

Width = 210mm
Height = 297mm
Gutter = 5mm



BILLBOARD

Dimensions

Width = 6000mm
Height = 3000mm
Gutter = 5mm
Bleed = 50mm



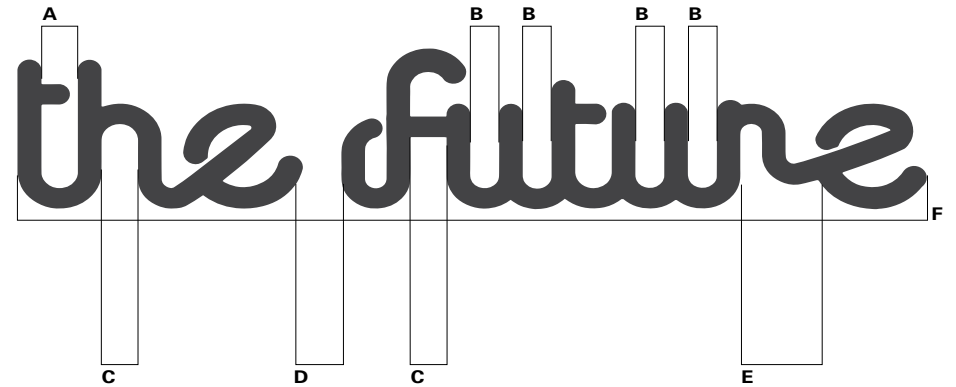
Identity & information

Design information for 2016 submit

The challenge of the brief was to design information and an identity for the upcoming submit, that depicts and discussed the “six critical drivers of global change” stated within Al Gore’s book. This was to carefully illustrate the convergence of three chapters in the book.

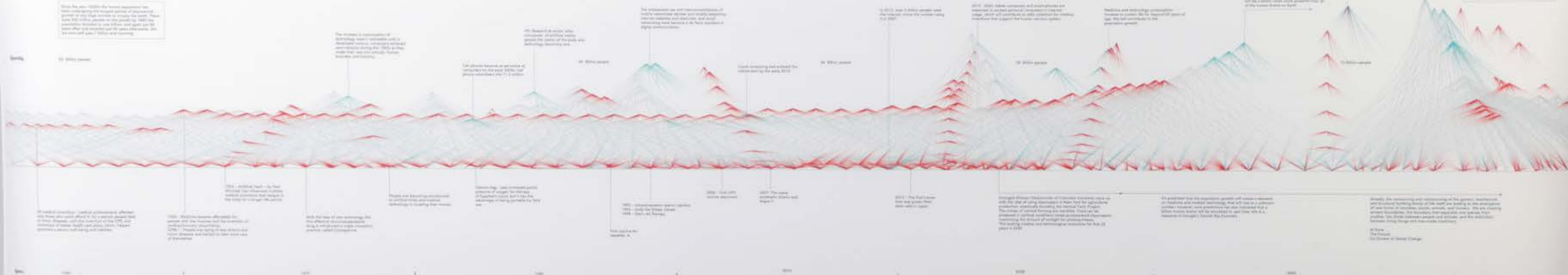
Solution

The solution was to design a wall chart that demonstrates the interaction of the three selected drivers of change; depicting the influence of one chapter onto the other. This notion was presented through a time-line... Displaying the human population growth and the consumption of technology, but also how the increase technology consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I had hand drawn a logotype that works and compliment the information that was designed. In Addition to that an identity guideline was then produced for the submit.



- A 7mm
- B 5mm
- C 8mm
- D 9.5mm
- E 14mm
- F 160mm

The suggested effect is a significant interaction between the fish size and the effects on the environment. From the results of the ANOVA, we can see that the size of the fish and the temperature of the water were the most significant factors in the regression model. The results of the regression model are shown in Table 2. The results of the regression model are shown in Table 2. The results of the regression model are shown in Table 2.



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Journal compilation
© 2006 Blackwell Publishing Ltd

[illegible][illegible]

Population Growth
Future generations growth will depend on how developed countries want to control the population.

Rise in Spending At Birth
Investment directly into education is so great the importance from the government of the state in the long term.

Health Care in the Future
From 1980, the number of children at birth, age five and below or half, was reduced. Changing and not affordable, the economy health.

Quality of Education
Investment in education can only affect economic development but the quality of the education system remains the same. The only education system remains, education system, to be better.

[illegible][illegible]

☒ 2 Billion
☐ Exceeded 2B Users
☐ 1B Users
☐ 500M Users
☐ 100M Users
☐ 50M Users
☐ 10M Users
☐ 1M Users
☐ 100K Users
☐ 10K Users
☐ 1K Users
☐ 100 Users
☐ 10 Users
☐ 1 User

| Gender | Number of People (Millions) |
|--------|-----------------------------|
| Female | 35 |
| Male | 25 |

[illegible]

 100
 50
 20
 10

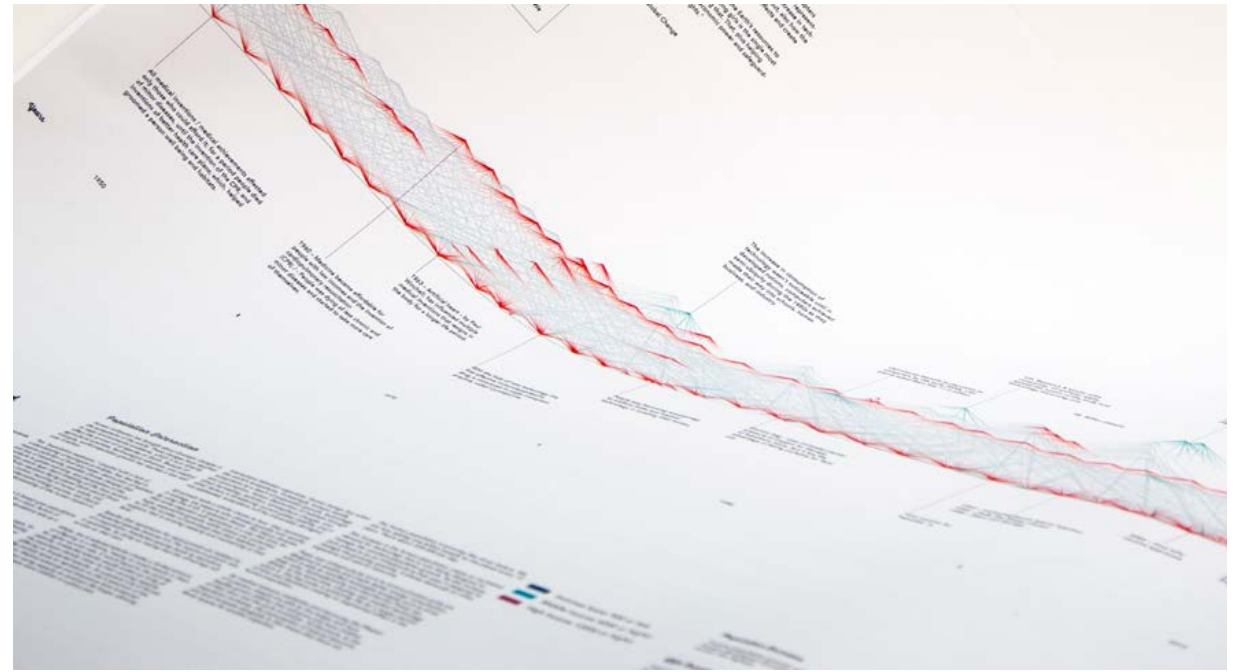


100%

50%

0%





The Identity & Colour Scheme

Primary Colours



PANTONE P 179-14 C

C 100 R 00
M 073 G 54
Y 042 B 80
K 041



PANTONE P 70-5 C

C 26 R 182
M 81 G 080
Y 44 B 105
K 05



PANTONE P 179-14 C

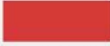
C 00 R 67
M 00 G 67
Y 00 B 69
K 89

Secondary Colours



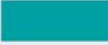
PANTONE P 179-6 C

C 000 R 167
M 000 G 169
Y 000 B 172
K 040



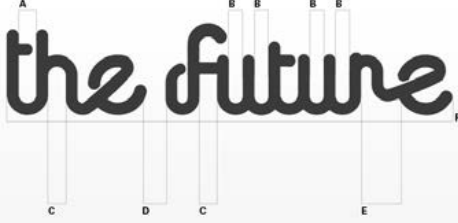
PANTONE P 70-5 C

C 10 R 219
M 90 G 165
Y 80 B 164
K 00



PANTONE P 179-14 C

C 100 R 67
M 000 G 67
Y 040 B 69
K 000



A 7mm
B 5mm
C 8mm
D 9.5mm
E 14mm
F 160mm



Logo
LogoType

Typography & Applications

Thirsty Script Extrabold

a b c d e f g h i j k l m o p q r s t u v w x y z

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1234567890

Avenir Black

a b c d e f g h i j k l m o p q r s t u v w x y z

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1234567890

Avenir Medium

a b c d e f g h i j k l m o p q r s t u v w x y z

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1234567890

Pattern & Motions

Pattern must run from left to right,
unless specified other wise.



Applications



The global population of old people is due to skyrocket by mid-century, as people live longer and fertility rates go down. By 2050, one in every six people on earth will be over 65.



Signage & navigations



Damion Robinson

Thank you!

Scroll for CV



CONTACT

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Croydon, CRO 9DR
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gmail.com
07804832523

CLIENTS

DORLING KINDERSLEY
TECH MIX MAGAZINE
UNIVERSITY OF THE ARTS LONDON
NEWSTATEMAN
TG TRADING
V&A MUSEUM
RISE & GRID APPAREL
SYLVIA BAKERY
PLEASANT BAKERY

SKILL SETS

SET 01 - THEORY

Grid & Layout
Typography Knowledge
Colour Theory Knowledge
Image Editing
Interface Design
Creative Thinking
Verbal Communication
Visual Communication
Analytical / Critical thinking
Print & Layout Design
Photography
Networking
Social Media Marketing

SET 01 - TECHNICAL

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Sketch / Zeplin
Adobe Dreamweaver
IntelliJ IDEA
Brackets / Code-Kit
HTML / CSS
Microsoft Word
Microsoft Powerpoint
Microsoft Excel

SET 03 - PERSONAL

Friendly & approachable.
Able to work in a team.
Practice attention to details
Open for suggestion/ willingness
to learn new things.
Organised & Professional.

EDUCATION

SEPTEMBER 2012 - JUNE 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies
University of the Arts London - London College of Communication

SEPTEMBER 2010 - JUNE 2012

BTEC- Diploma in professional Studies
ST. Francis XAVIER

SEPTEMBER 2006 - JUNE 2010

Addington High School

AWARDS & ACHIEVEMENT

EXHIBITIONS

UAL - Summer Degree Show
Ukadia - Raven Bourn University - With Grayson Perry
ST. Francis Xavier - Design Show

AWARDS

UAL Fund Trust
Print Future Awards
Peter Cuning Digital Award

EXPERIENCE

ASSISTANT TEACHER - LONDON COLLEGE OF COMMUNICATION

August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant teacher on the summer programs; whilst being a mentor to incoming students and below years. (My recent role was to design a program and to teach as an assistant tutor to the thesis / design groups of the year two students).

GRAPHIC DESIGNER/ TG TRADING

August 2015 - November 2015

Worked along side four talent designer to create a brand / identity for a Hemodialysis Treatment Centre in China.

DORLING KINDERSLEY PUBLISHING / PENGUIN GROUP

September 2014 - July 2015

Worked with the knowledge team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and completed elements for the picture pedia-books. (Illustrations / icons & editorial design)

DESIGN INTERN/ NEWSTATEMAN

December 2014 - January 2015

Researching and creating political content, for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

CREATIVE DESIGNER / TECHMIX MAGAZINE

August 2014 - December 2014

Creating and editing content for clients, presenting the companies ideas and philosophy, whilst researching into the current market and analysing new ways for revenue / income. (Designing Presentations / brochures and advertising graphic)

STUDENT AMBASSADOR / UNIVERSITY OF ARTS LONDON

September 2012 – November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles which included mentoring other students from the University and partner Colleges, creating and working at events and managing public relation via good communication.

ASSISTANT/ BANK OF AMERICA

September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with bank of America. My role was simple, to work with the customers and cater to their needs, utilizing my communication skills as a method of means.

ASSISTANT/ CHILD HELP FOUNDATION

January 2010 - July 2010

Trained and worked with child help line at the end of high school for couple of months, this thought me how to communicate to both young and old. My role was to work alongside, students my age, bringing better communication to the young ones who need advice and assistance.